Canadian Radio-television and Telecommunications Commission
Conseil de la radiodiffusion et des télécommunications canadiennes
Canada

News Release

March 24, 1995

CRTC ENCOURAGES PRIVATE, LOCAL TELEVISION BROADCASTERS TO INCREASE CANADIAN ENTERTAINMENT PROGRAMMING

OTTAWA/HULL – The CRTC today introduced a flexible policy approach with an emphasis on promoting Canadian entertainment programming as it renewed licences for private, English-language television stations in B.C., Southern Ontario and Quebec. The Commission has also introduced more stringent rules for closed captioning (Public Notice CRTC 1995-48). Most licences were renewed for seven years from September 1, 1995 to August 31, 2002, but three broadcasters were given shorter licence terms (Decisions CRTC 95-103, 95-104 and 95-106). These decisions follow CRTC public hearings held last fall in Vancouver, Toronto and Montreal.

"Since the stations' licences were last renewed in 1989, the Canadian broadcasting environment has undergone tremendous change," said CRTC Chairman Keith Spicer. "In coming years, local broadcasters will be challenged by an increasing number of viewing options available to consumers. To help them adapt to changing circumstances while promoting Canadian programming, the Commission has adopted a more flexible policy approach to guide the operations of private, English-language television stations over the next five to seven years."

"Local television stations are the window through which most Canadians see the world and themselves. While these stations do an admirable job in news and public affairs, Canadian entertainment programming is still significantly under-represented. As an example, only 25% of all English-language entertainment programming scheduled in the evening is Canadian," Mr. Spicer noted. "The Commission believes that the broadcast of Canadian entertainment programs should be considerably increased. We think it is reasonable that, by the end of their new licence terms, private stations schedule at least seven hours per week of this essential programming during prime-time viewing hours."

"In addition, local television stations still have the special responsibility to offer programming that reflects the particular interests and concerns of the communities they are licensed to serve," Mr. Spicer added. "Since 23% of Canadian households do not have access to cable, or choose not to subscribe, and therefore rely on over-the-air television service, the Commission also insists that local stations continue to broadcast a diversity of programming, in particular high-quality Canadian programs. Finally, it is important that all citizens, including hard of hearing persons, most of whom are unable to hear radio broadcasts, be able to receive television service in a form that is comprehensible to them."

Focus on local audiences

The CRTC today granted seven-year licence terms for the following private, local television stations: CHCH-TV Hamilton; CITY-TV Toronto; the CTV's affiliate CFTO-TV Toronto and its Woodstock transmitter; and the CTV's Montreal affiliate CFCF-TV.

Two licensees did not fully meet their requirement for local reflection and, as a result, were given shorter licence terms. Licences for CKVU-TV Vancouver and

for CKWS-TV Kingston and its Brighton and Prescott transmitters were renewed for five and four years respectively. Both licensees are expected to broadcast a specified minimum number of hours per week of original, local news during their new licence terms.

Finally, the licence for CKVR-TV Barrie and its Parry Sound and Huntsville transmitters was renewed for five years. In September 1994, the CRTC approved CKVR-TV's disaffiliation from the CBC television network and, because of this change in status, the Commission wishes to closely monitor the licensee's performance in maintaining the primary focus on the Barrie, Parry Sound and Huntsville audiences.

A new option for Canadian programming requirements

Larger broadcasters are currently required, by condition of licence, to meet minimum levels of expenditure on Canadian programming every year. Following the Commission's new policy approach introduced today, licensees of most private English-language television stations earning over $10 million in annual advertising revenues and network payments may now choose between two options: continue with a condition of licence on Canadian programming expenditures; or adhere to a condition of licence requiring the licensee to broadcast a specific number of hours per week of Canadian entertainment programming -- i.e. drama, music and variety -- between 6:00 p.m. and midnight.

Licensees must advise the Commission which option they have chosen before September 1, 1995. The chosen option will be the condition of licence in effect throughout the new licence term.

Stations earning $10 million or less annually are still expected to adhere to the current formula regarding Canadian program expenditures.

Service to the deaf and hard of hearing

Given decreasing captioning costs and new technologies, the Commission believes that most broadcasters should be able to provide full programming service to deaf and hard of hearing persons in the near future.

The Commission thus requires local stations earning more than $10 million a year to caption all local news programming, including live segments, from September 1, 1998. In addition, by the end of their licence terms, these stations must close caption at least 90% of all programming broadcast throughout the broadcast day. Smaller stations are either expected or encouraged to achieve the same goals before the end of their licence terms.

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Copies of today's decisions and public notice are available through the public examination room at any of the following CRTC offices:

City	Telephone	TDD	Fax
Halifax	902-426-7997	902-426-6997	902-426-2721
Montreal	514-283-6607	514-283-8316	514-283-3689
Ottawa/Hull	819-997-2429	819-994-0423	819-994-0218
Toronto	416-954-6273	416-954-8420	416-954-6343
Winnipeg	204-983-6306	204-983-8274	204-983-6317
Vancouver	604-666-2111	604-666-0778	604-666-8322

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CRTC LICENCE RENEWALS FOR PRIVATE, LOCAL TV STATIONS
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Licence term and key commitments/requirements for each licensee

CanWest Television Inc.: CKVU-TV Vancouver and transmitter CKVU-TV-1 Courtenay

- **Licence term:** September 1, 1995 to August 31, 2000
- **Local reflection:** the CRTC expects CKVU-TV to broadcast a minimum average of 10 hours 57 minutes of original local news every week.
- **Program development:** CanWest has committed an annual contribution of $60,000 in 1995-1996, rising to $67,531 in 1999-2000, to program development.
- **Children's programming:** the Commission expects the station to broadcast an average of 24 hours 30 minutes each week of programs for children and teens.
- **Service to the deaf and hard of hearing:** the Commission requires CKVU-TV to caption all local news programming, including live segments, from September 1, 1998. In addition, the station must close caption 70% of all programming during the broadcast day by 1999-2000.

BBS Ontario Incorporated: CFTO-TV Toronto

- **Licence term:** September 1, 1995 to August 31, 2002
- **Local reflection:** the CRTC expects the station to broadcast a minimum average of 15 hours and 30 minutes of local news every week.
- **Children's programming:** CFTO-TV is expected to broadcast an average of 2 hours and 30 minutes per week of Canadian children's programming during its local broadcast hours. This programming will be augmented by one hour per week of Canadian children's programming provided by the CTV network.
- **Service to the deaf and hard of hearing:** the CRTC requires that all local news programming, including live segments, be captioned from September 1, 1998. In addition, the station must caption at least 90% of all programming during the broadcast day by 2001-2002.

CHUM Limited: CKVR-TV Barrie, CKVR-TV-1 Parry Sound and CKVR-TV-2 Huntsville

- **Licence term:** September 1, 1995 to August 31, 2000
- **Local reflection:** the CRTC expects the licensee to broadcast a minimum average of 11 hours of original local news. The Commission also expects the licensee to ensure that its primary focus continues to be the audiences of Barrie, Parry Sound and Huntsville.
- **Foreign programming:** by condition of licence, exhibition of foreign feature films that are not simulcast on CITY-FM is restricted to one evening per week.
- **Program development:** CHUM has committed an annual contribution of $15,000 in 1995-1996, increasing to $17,000 by 1999-2000, to script and concept development.
- **Service to the deaf and hard of hearing:** the Commission expects CKVR-TV to caption all local news programming, including live segments, by 1999-2000.

CHUM Limited: CITY-TV Toronto and CITY-TV-2 Woodstock

- **Licence term:** September 1, 1995 to August 31, 2002
- **Local reflection:** the CRTC expects CITY-TV to broadcast a minimum average of 13 hours and 36 minutes of original local news every week.
- **Program development:** CHUM has committed annual contributions of $150,000 to script and concept development.
- **Canadian feature films:** CITY-TV will continue to broadcast at least 100 hours of Canadian feature films during prime evening hours each year.
- **Service to the deaf and hard of hearing:** the Commission requires that all local news programming, including live segments, be captioned from September 1, 1998. In addition, the station must caption at least 90% of all programming during the broadcast day by 2001-2002.

Niagara Television Limited: CHCH-TV Hamilton

- **Licence term:** September 1, 1995 to August 31, 2002
- **Local reflection:** the CRTC expects the station to broadcast a minimum average of 17 hours of original local news every week, with the primary focus on Hamilton and the Niagara Peninsula.
- **Program development:** the licensee has committed to contribute $200,000 each year to script and concept development.
- **Service to the deaf and hard of hearing:** the Commission requires that all local news programming, including live segments, be captioned from September 1, 1998. In addition, the station must caption at least 90% of all programming during the broadcast day by 2001-2002.

Power Broadcasting Inc.: CKWS-TV Kingston, CKWS-TV-1 Brighton and CKWS-TV-2 Prescott

- **Licence term:** September 1, 1995 to August 31, 1999
- **Program development:** the licensee has committed an annual contribution of $8,000 in 1995-1996, increasing to $9,000 by 1999-2000, to program development.
- **Children's programming:** the licensee will also broadcast 7 hours and 12 minutes each week of Canadian programming for children.
- **Service to the deaf and hard of hearing:** the Commission expects CKWSTV to caption all local news programming, including live segments, by 1998-1999.

CFCF Inc.: CFCF-TV Montreal

- **Licence term:** September 1, 1995 to August 31, 2002
- **Local reflection:** the Commission expects the station to broadcast a minimum average of 14 hours and 50 minutes of original local news each week.
- **Program development:** CFCF-TV has committed to contribute $1.74 million over its licence term to script and concept development.
- **Children's programming:** in the first four years of the new licence term, the station will broadcast 4.5 hours per week of programming for children aged 2-11, and 1.5 hour per week of programming directed to youths aged 12-17. These figures will increase to 5 hours and 2 hours per week respectively in 1999-2000.

Service to the deaf and hard of hearing: the CRTC requires that all local news programming, including live segments, be captioned from September 1, 1998. In addition, the station must caption at least 90% of all programming during the broadcast day by 2001-2002.